

### ABSTRACT

A method of optimizing a product factor is provided wherein factors associated with a product are received. ~~Moreover, all~~ including available shelf space sets which  
5 may be used to house the product, ~~are received and one~~ a factor to optimize is selected.

~~The invention utilizes~~ Furthermore, functional data for optimizing ~~one~~ a factor associated with a product, ~~is presented wherein~~ the functional data may contain one or  
~~more~~ factor data have relating to categories, financial data, product identification, and  
shelf space set data ~~are provided~~. The method may additionally employ ~~Further,~~ constant  
10 value data, ~~is included where predetermined~~ comprising values and/or logical  
expressions, and ~~are provided~~. ~~Also,~~ optimization instruction data, ~~is provided and~~  
operable to determine an optimal value for a selected factor data.

~~Moreover, a~~ A system for optimizing product placement on store shelves is  
provided comprising a data collection set of executable instructions operable to collect  
15 factor data and a constraint set of executable instructions operable to receive  
predetermined values associated with the factor data. The system may ~~Further comprise,~~  
an optimizing set of executable instructions, ~~is operable to calculate an optimal value for~~  
at least one factor data.